

# Bible Advocate Press

## Writer's Guidelines



### History

The *Bible Advocate* is one of the oldest religious magazines in America, founded in 1863. *Now What?* has been online since late 1996 (<http://nowwhat.cog7.org/>). Both are published by the Bible Advocate Press, the publishing agency of the General Conference of the Church of God (Seventh Day).

### Mission and Vision

The BA seeks to encourage the church to live by every word of God and to fully equip believers in Christ in every good work through Holy Scripture (Matthew 4:4; 2 Timothy 3:15-17).

### Frequency

The BA is published six times a year (January-February, March-April, May-June, July-August, September-October, and November-December). *Now What?* is posted monthly.

### Readership

Readers of the *Bible Advocate* have a wide range of denominational and religious backgrounds. About half are members of the Church of God (Seventh Day). The print edition has subscribers in 80 nations around the

world, with the majority of readers from North America. The BA also has a growing online following at [baonline.org](http://baonline.org) and on Facebook.

### Editorial Focus

The *Bible Advocate* strives to help Christians understand and obey God's Word, with articles on biblical topics and doctrine, current religious and cultural issues, Christian living, and inspiring personal testimony. Other editorial features include poetry, church news, and mission activity.

*Now What?* addresses the "felt needs" of the unchurched (grief, depression, sickness, etc.). Each issue is built around a personal experience, with articles related to the topic. Personal experiences show a person's struggle that either led him to faith in Christ or deepened his walk with God. **No opinion pieces, poetry, or fiction.**

### Tips

Articles must be consistent with the doctrinal statement of the Church of God (Seventh Day) as outlined at [cog7.org](http://cog7.org) (About Us). A good article will maintain a single focus throughout and provide well organized transitions to help readers follow the flow of thought. Avoid unnecessary jargon or technical terms. Because of the BA's international readers, be sure to use national references minimally, keeping a "global" perspective in mind. No Christmas or Easter articles or fiction.

While scriptural support is important, too many Bible quotes or long blocks of text relative to the size of your article can distract readers. Personal stories or anecdotal elements enhance readability.

When addressing the reader, use the inclusive *we* and avoid the preachy second person voice (*you, yours*). For emphasis, use italics; no bold or underlined text. Use alliteration sparingly. Spend time with your draft; reread and rewrite. Does the writing enlighten, inspire, and challenge the reader in a clear, compelling, and Christian manner?

The editorial staff welcomes inquiries on writing good articles: selecting topics, developing ideas, overcoming roadblocks, etc. For those interested in the craft, we want to help.

### Editing

Publication of any submission is at the sole discretion of the editors. They reserve the right to edit an accepted manuscript for space requirements, doctrinal teaching, Church terminology, style (using the *Chicago Manual of Style*), and/or general clarity. Significant changes are referred to the writer for approval.

### Word/Line Lengths

Feature articles, personal experiences: 1,000-1,500 words

Short articles: 500-1,000 words

Fillers: 100-400+ words

Poetry: 5-20 lines (traditional, free verse, blank verse)

### Payment

On publication, Bible Advocate Press pays an honorarium of \$25 per published page, up to \$65. Poetry and fillers pay \$20.

### Documentation

When citing statistics, quotations, or important public data that may be disputed, please provide sources. Mail, fax, or e-mail a copy of the quote for verification, providing the book (or magazine) title, author, publisher, date, and page number. When quoting material from the Internet, provide the website address. Quotes from hymns or songs are not allowed unless they are in the public domain or permission has been obtained from the publisher or original author.

Reference all Scripture quotations, and enclose them in parentheses. The BAP uses primarily the *New King James Version* for Scripture quotations but also accepts other translations. Specify the main translation used, and note where other translations are quoted.

### Contact and Submission

We prefer e-mailed submissions sent to Sherri Langton, associate editor ([bibleadvocate@cog7.org](mailto:bibleadvocate@cog7.org)). Hard copy manuscripts may be sent to Sherri's attention at Bible Advocate, P.O. Box 33677, Denver, CO 80233. Postal submissions will not be returned without a self-addressed stamped envelope. No faxed or handwritten submissions, please.